



USDA Weekly Retail Shell Egg Feature Activity

Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 08/25 thru 08/31.

(prices in dollars per carton)

Fri. Aug 25, 2006

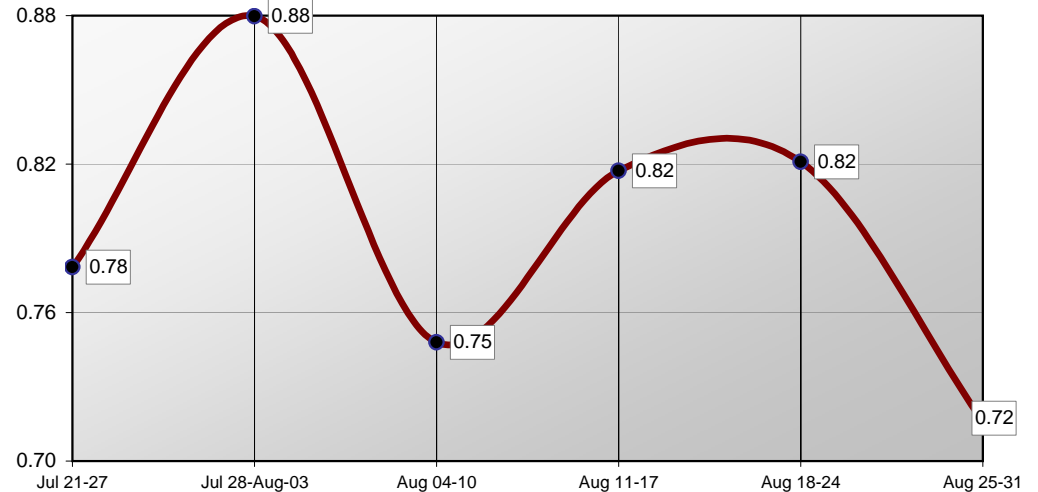
NATIONAL SUMMARY									
Feature Rate		THIS WEEK				PREVIOUS WEEK			
		32.8% of 17,000 stores				34.6% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA								
	White 12 pack			30	0.84			290	0.89
	White 18 pack			60	0.96			770	1.43
	Brown 12 pack								
	USDA GRADE A								
	White 12 pack			1,180	0.75	230	0.83	1,520	0.74
SPECIALTY	White 18 pack	300	0.99	780	1.00			160	1.23
	Brown 12 pack			10	1.00				
	USDA ORGANIC								
	White 12 pack								
	Brown 12 pack			530	3.35			100	3.25
	OMEGA-3								
CAGE-FREE	White 12 pack	110	2.61	810	2.06	130	1.96	670	1.98
	Brown 12 pack			120	2.99				
	CAGE-FREE								
	White 12 pack			100	2.09				
	Brown 12 pack			580	2.47			230	2.01
ACTIVITY INDEX SUMMARY				THIS WEEK		LAST WEEK		INVENTORY 5/	
Regular Shell Eggs (XL/LG; AA/A; W/B)				2,360		2,970		Large Eggs on	
Specialty Shell Eggs				2,250		1,130		Aug-21-2006	
Total (including Medium)				4,670		4,400		446.1	
Special Rate 4/:				11.9%		12.7%		up 7%	

5/: Inventory in thousands of 30-dozen cases.

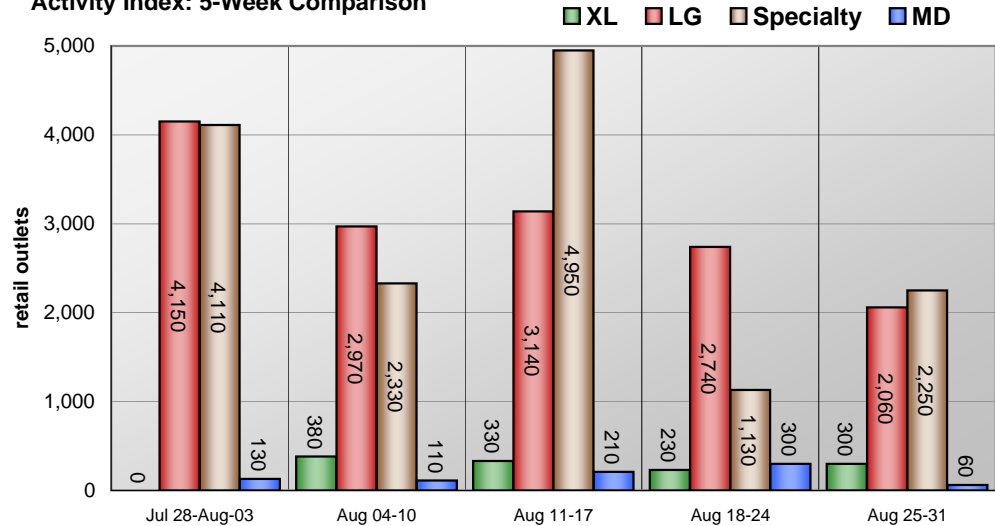
Shell Egg Featuring - 08/25 thru 08/31

The feature activity on regular shell eggs decreased, however specialty shell egg activity is higher when compared to last week. Grade A Large eggs to consumers dropped significantly from previous weeks. The Northwest is most active with over 75% of outlets with ads. Grade A 18 pack large white eggs increased in store volume with average prices lower. Mediums are hard to find this ad cycle. Omega-3 are most visible in the specialty egg sector, followed closely by cage free brown and USDA Organic brown.

Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



Activity Index: 5-Week Comparison



Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate 2/ Activity Index		34.7% of 3,900 sampled outlets Activity Index = 1,350 (includes Medium)						14.8% of 4,700 sampled outlets Activity Index = 1,000 (includes Medium)						37.3% of 2,800 sampled outlets Activity Index = 1,040 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				0.79 - 0.88	20	0.82				0.88	10	0.88				0.79	10	0.79
	White 18 pack										0.99	30	0.99						
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.59 - 1.00	240	0.86				0.48 - 1.00	260	0.61				0.49 - 1.00	570	0.76
	White 18 pack				0.88 - 0.99	30	0.94				1.00	210	1.00				1.00	130	1.00
	Brown 12 pack				1.00	10	1.00												
	MEDIUM	White 12 pack			White 30 pack			White 12 pack			White 30 pack			White 12 pack			White 30 pack		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.99 - 4.00	300	3.51				2.98	190	2.98				2.50 - 5.38	30	4.23
	OMEGA-3																		
S P E C I A L T Y	White 12 pack	2.50 - 2.69	110	2.61	1.50 - 3.49	300	2.01				1.50 - 1.66	130	1.66				1.99 - 2.00	190	1.99
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.50 - 2.99	340	2.78				1.99	120	1.99				2.00	100	2.00
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate 2/ Activity Index		35.9% of 2,700 sampled outlets Activity Index = 620 (includes Medium)						40.7% of 1,900 sampled outlets Activity Index = 210 (includes Medium)						75.3% of 1,000 sampled outlets Activity Index = 450 (includes Medium)					
USDA GRADE AA	White 12 pack																0.99	20	0.99
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.59 - 0.87	110	0.77										1.00	220	1.00
	White 18 pack	0.99	300	0.99	1.00	190	1.00												
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 30 pack			White 12 pack			White 30 pack			White 12 pack			White 30 pack		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.98	10	2.98												
	OMEGA-3																		
S P E C I A L T Y	White 12 pack				2.50	10	2.50				2.50	180	2.50				2.99	120	2.99
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack										2.50	20	2.50				1.99	80	1.99
S P E C I A L T Y	Brown 12 pack										3.00	10	3.00				1.99	10	1.99

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>

2 of 2